


Action Item/Initiative	Who	Action	Status/Results
<b>South Park Business Group PR Wrap-Up Report - Feb-Mar 2009</b>			
<b>IN PROGRESS - CONFIRMED - COMPLETE</b>			
<b>PR Committee</b>	<b>.5 hours</b>		
		PR Wrap up report	Completed ROI report. PR committee met on March 3.18.
<b>Press Materials</b>	<b>4 hours</b>		
		Creation and distribution of Pedal Pushers Bike Pitch	Included: Velo Cult, Pista Palace and Thomas Bike Shop
		Old House Fair - June	Refined press release for local and regional long lead pitching efforts.
<b>Media Outreach - February/March</b>	<b>8 hours</b>		
		Air Tran's GO Magazine (in flight) - Seen by 2,000,000 travelers monthly	Pitched inclusion of SP business in GO SHOP section for May/June, July/August issues. Including in May/June issue: So Childish and Halcyon Tea
		Air Tran's GO Magazine (in flight) - Seen by 2,000,000 travelers monthly	Pitched inclusion of SP businesses in GO SHOP section for May, June, July. Including July/August issue: Big Kitchen, Alchemy and Clarity Soap and Candles.
		UnScene guide - The Urbanist	Pitched new Urbanist Guide to include major SP events throughout new year both online and in print guide which publishes beginning April
		North Park News	NP News interested in having a 600-700 article written for submission on the bike trend pitch for April issue. Already have story planned on Velo Cult for April - this piece will be an addendum to that story. Bike shops encourage to send bay bird inc all pertinent information on business. Peyton will call and be in touch. Finished story needs to be submitted by 3.9. <b>UPDATE: Pista Palace was unable to get me information so story has been pushed to a later issue.</b>

		Citysearch.com	Met with Citsearch Editor at Alchemy.
		Air Tran's GO Magazine	Met with Editor at So Childish and Big Kitchen.
		North Park News	Notified NPN team of new business: Alchemy and Mythology for future story(ies).
<b>Media Outreach - South Park Spring Walkabout 3.28</b>	<b>10 hours</b>		
<b>General Event Outreach</b>		Broadcast	Created Broadcast Media Alert for event and distributed on 3.24
		KGTV (ABC)	KGTV filmed B-roll at Grant's and aired event preview on 3.27.
		KUSI-TV	Lised Walkabout as a weekend activity pick.
		KNSD (NBC)	Included information online about the Walkabout.
		Riviera Magazine	Long lead general pitch
		San Diego Magazine	Long lead general pitch
		944 Magazine	Long lead general pitch